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Austria

Product Brief

Mayonnaise

2000

Approved by:

Paul Spencer

U.S. Embassy Vienna

Prepared by:

Walter Krucsay

Report Highlights:

The Austrian market for mayonnaise is small but growing. Although imported volumes are small, there should be a niche market for U.S. products. Mayonnaise with wellness attributes have better market opportunities.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Vienna[AU1], AU

Production

The major share of mayonnaise sold on the domestic market is produced in Austria but only by a few factories. The large producers are Kuner (Unilever) in Vienna and Vereinigte Fettwerke in Wels.

Domestic Market and Competition

In 1999, the total mayonnaise market was 2,400 MT valued at AS 197 million. It increased by 9% by volume and 4.4% by value compared to 1998. The market is small but is expected to continue growing.

The main period when mayonnaise is consumed is between October and December. About 37% of the total volume is sold during this period. Mayonnaise with 80% fat content has a market share of 35%, 50% fat content 29%, and under 49% fat content 36%.

The container primarily used for mayonnaise is the tube (65%), followed by glasses (18%), and plastic bags 17%.

The market is dominated by Kuner (77%), followed by Thomy of Nestle (4%), Kronen-Mayonnaise (1%), brands of the large supermarket chains (13%), and various others (5%).

Consumer Behavior

According to a poll, the fat content is the most important criterion for mayonnaise selection. The second criterion is the brand, followed by type of container and price. A relatively large number of the population (34%) uses mayonnaise each week at least once, 37% at least once per month, and 29% less frequently.

The use of mayonnaise has been fairly stable in recent years. Around 70% of consumers use it for garnishing foods, 60% for salads, 40% for sauces, and 30% for sandwiched.

So far the U.S. has not been represented on the Austrian mayonnaise market. However, there should be a niche for high quality products, particularly if a functional product can be offered.

Distribution Channels

Most mayonnaise offered on the domestic market is produced within the country and sold directly or through wholesalers to retailers. In addition, the industry produces on a contract basis for the larger retail chains who sell it under their house names. Small quantities of imports are also made directly by the large food chains or by wholesalers.

Packaging and Labeling Requirements

- Name under which the product is sold
- Ingredients, including food additives, in descending order
- Net weight or quantity in metric units
- Expiration date (day/month/year)
- Lot number (producer, manufacturer, packer, or first wholesaler)
- Name or firm name and address of the manufacturer or packer, or first wholesaler
- Place of origin, including any particulars needed to clarify to consumers the true origin of the foodstuff
- Nutritional labeling (per the Austrian Ordinance on Labeling of Nutritional Values, Federal Gazette 896/1995): nutritional value including content of protein, carbohydrates, fat, fiber, minerals and vitamins. This regulation is compulsory if a nutritional claim appears on the label, in presentation, or in advertising, with the exception of generic advertising. Nutritional claims permitted are limited to those related to energy values and the following nutrients: protein, carbohydrates, fat, fiber, sodium, and prescribed vitamins.

Health claims and any health-related information on a food product must be registered at the product at the Federal Ministry for Social Security and Generations (the ministry for consumer safety).

Food products can enter the country with standard U.S. labels or can be unlabeled, but before distribution they must be labeled in accord with local requirements. Stick-on labels meeting local requirements are permitted. Labeling must be in the German language.

Import Regulations

Imports of mayonnaise do not require an import license. The import duty is 7.7%

As concerns food additives, the following regulations have to be observed:

Directive 94/35/EC on sweeteners (Suessungsmittelverordnung, Federal Gazette # 547/1996 and 680/1996) sets conditions for the use of permitted sweeteners e.g. sorbitol, saccharine, etc.

Directive 94/36/EC on colors (Farbstoffverordnung, Federal Gazette # 541/1996) establishes a list of permitted colors and conditions of use (including maximum levels of use in particular foodstuffs), a list of foodstuffs in which colors may not be used, and a list of colors permitted for certain uses only.

Directive 95/2/EC on food additives other than colors and sweeteners (special miscellaneous directive) establishes a listing of generally permitted additives, conditionally permitted preservatives and antioxidants, anti-caking agents, emulsifiers, stabilizers etc.

These EC directives may be found at the following web site: <http://www.useu.be/agri/label.htm>

A description (standard of identity) of mayonnaise is given in chapter B25 of the Austrian food codex.

List of Potential Importers

COMPANY: ADEG Handels AG
CONTACT: Mr. Alfred Wittner
POSITION: Import Department
ADDRESS: Gaudenzdorfer Guertel 41-45
A-1220 Vienna
Austria
TEL: [+43] (1) 811 46/141, **FAX:** [+43] (1) 811 46 168

COMPANY: BILLA Warenhandel AG
CONTACT: Mag. Erich Riegler
POSITION: Director for Imports
ADDRESS: Industriezentrum NO Sud, Strasse 3, Objekt 16
A-2355 Wiener Neudorf
Austria
TEL: [+43] (2236) 6000/5120, **FAX:** [+43] (2236) 6000 85120

COMPANY: Hofer KG
CONTACT: Mr. Lothar Melchart
POSITION: Director for Imports
ADDRESS: Hoferstrasse 1
A- 4642 Sattledt
Austria
TEL: [+43] (7244) 8000/54, **FAX:** [+43] (7244) 800046

COMPANY: Julius Meinel AG
CONTACT: Mr. Karl Seiser
POSITION: Director for Imports
ADDRESS: Am Graben 19
A- 1010 Vienna
Austria
TEL: [+43] (1) 532 333 416 **FAX:** [+43] (1) 532 333 20

COMPANY: Maresi Naehrmittel
CONTACT: Mr. Gottfried Eigner
POSITION: Director for Imports
ADDRESS: Werdertorg. 5 - 7
A- 1010 Vienna
Austria
TEL: [+43] (1) 8000/45, **FAX:** [+43] (7244) 8000 46

COMPANY: M-Preis Warenvertriebsgesellschaft
CONTACT: Mag. Anton Moelk
POSITION: Director for Imports
ADDRESS: Landstrasse 16
A- 6176 Voels
Austria
TEL: [+43] (512) 300/131, **FAX:** [+43] (512) 31 31 120

COMPANY: Maximarkt GesmbH
CONTACT: Mag. Dr. Franz Plank
POSITION: Director for Imports
ADDRESS: Backermuehlweg 61
A- 4034 Linz
Austria
TEL: [+43] (732) 37 57 77, **FAX:** [+43] (732) 37 57 77 216

COMPANY: Metro
CONTACT: Mr. Heinz Roedlbach
POSITION: General Manager
ADDRESS: Ortstrasse 23-27
A-2331 Voesendorf
Austria
TEL: [+43] (1) 694 6000, **FAX:** [+43] (1) 69 26 60

COMPANY: Pfeiffer Grosshandel
CONTACT: Prok. Gerhard Lassnig
POSITION: Director for Imports
ADDRESS: Egger-Lienz Strasse 15
A-5040 Traun
Austria
TEL: [+43] (7229) 685/1211, **FAX:** [+43] (7229) 685 1310

COMPANY: Spar Oesterr. Warenhandels AG
CONTACT: Mag. Gebhart Graf
POSITION: Director for Imports
ADDRESS: Europastrasse 3
A-5015 Salzburg
Austria
TEL: [+43] (662) 4470/23700, **FAX:** [+43] (662) 4470 521

COMPANY: VOG Einfuhr & Grosshandel
CONTACT: Mr. Otto Bruckner
POSITION: Vorstandsvorsitzender

ADDRESS: Baeckermuehlweg 44
A- 4020 Linz
Austria
TEL: [+43] (7323) 738 0, **FAX:** [+43] (7323) 73 82 07

COMPANY: Wedl & Dick GesmbH
CONTACT: Mr. Leopold Wedl
POSITION:
ADDRESS: Dorfstrasse 18
A-6060 Mils
Austria
TEL: [+43] (5223) 303 00, **FAX:** [+43] (5223) 51 57 37

COMPANY: Z-E-V Markant Zentrale Einkaufs-Vertriebs GesmbH
CONTACT: Prok. Manfred Gesell
POSITION: Director for Imports
ADDRESS: Leopoldgasse 4/1
A-1025 Vienna
Austria
TEL: [+43] (1) 21 45 695/29, **FAX:** [+43] (1) 21 45 695/34